

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 3. (Cancelled)

4. (Currently Amended) A shop information advertisement panel system, comprising:

a plurality of shop terminals;

an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, said advertisement panel control terminal including an advertisement information storing unit; and

a plurality of advertisement panel devices;

wherein each shop terminal of said plurality of shop terminals is configured to send, to the advertisement panel control terminal through the communication network, respective advertisement information including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;

wherein said advertisement panel control terminal is configured to receive the respective advertisement information from each shop terminal of said plurality of shop terminals, and is configured to store said respective advertisement information in said advertisement information storing unit in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;

wherein said advertisement panel control terminal is configured to read particular image information of a particular advertisement image included in particular advertisement information from said advertisement information storing unit, and is configured to determine a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed based on particular control

information that is in correspondence with said particular advertisement information, and is configured to control the particular advertisement panel device to display the particular advertisement image;

wherein said advertisement panel control terminal is configured to send, when the particular advertisement panel device makes a request for particular detailed information included in said particular advertisement information, the particular detailed information to the particular advertisement panel device;

wherein the particular advertisement panel device is configured to send, upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal, and is configured to send the particular detailed information received from the advertisement panel control terminal to said information portable unit;~~and~~

wherein said information portable unit is configured to send the reference request for the particular detailed information to the particular advertisement panel device according to a user's instruction, and is configured to display the particular detailed information received from the particular advertisement panel device;

wherein said particular detailed information includes reservation information indicating a reservation state;

wherein said information portable unit comprises a reservation requesting unit for sending reservation requesting information to the particular advertisement panel device;

wherein said particular advertisement panel device is configured to send the reservation requesting information to the advertisement panel control terminal, upon receipt of the reservation requesting information from the information portable unit;

wherein said advertisement panel control terminal is configured to send the reservation requesting information received from said particular advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device; and

wherein said particular shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

5. (Previously Presented) The shop information advertisement panel system as set forth in claim 4,

wherein each shop terminal of said plurality of shop terminals comprises an advertisement information update requesting unit for requesting, through the communication network, the advertisement panel control terminal to update the respective advertisement information; and

wherein said advertisement panel control terminal comprises:

an advertisement information updating unit for updating the respective advertisement information corresponding to a specific shop terminal of said plurality of shop terminals having made an update request, according to the update request of the respective advertisement information from the specific shop terminal.

6. (Previously Presented) The shop information advertisement panel system as set forth in claim 4,

wherein said advertisement panel control terminal is configured to add the corresponding control information to the respective advertisement information sent from each shop terminal of said plurality of shop terminals, so as to store both the respective advertisement information and the corresponding control information into said advertisement information storing unit.

7. (Currently Amended) The shop information advertisement panel system as set forth in claim 4,

wherein said particular detailed information further includes of a plurality of items;

wherein said advertisement panel control terminal is configured to send an item list with the plurality of items of the particular detailed information to the particular advertisement panel device when the request for the particular detailed information is made by the particular advertisement panel device, and is configured to send a content of an item of said plurality of items to the particular advertisement panel device when an item name of the item in the item list is notified to the advertisement panel control terminal by the particular advertisement panel device, and

wherein said particular advertisement panel device is configured to send said item list to said information portable unit upon receipt of the item list from the advertisement panel control terminal, and is configured to ~~notifies~~ notify the item name to said advertisement panel control terminal upon receipt of the item name from said information portable unit, and is configured to send the content of the item received from said advertisement panel control terminal to said information portable unit.

8. (Previously Presented) The shop information advertisement panel system as set forth in claim 7,

wherein said information portable unit is configured to display the item list upon receipt of the item list, and is configured to send the item name of the item specified by a user to the particular advertisement panel device, and is configured to display the content of the item received from the particular advertisement panel device.

9. (Previously Presented) The shop information advertisement panel system as set forth in claim 7,

wherein said advertisement panel control terminal comprises an access history storing unit for storing an access history indicating a respective access state of each item of the plurality of items of the particular detailed information; and

wherein said advertisement panel control terminal is configured to update the access history stored in said access history storing unit based on the item name notified from the particular advertisement panel device.

10. – 13. (Cancelled)

14. (Currently Amended) A shop information advertisement method in a shop information advertisement panel system, said shop information advertisement panel system having a plurality of shop terminals, an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, and a plurality of advertisement panel devices, said shop information advertisement method comprising:

in each shop terminal of said plurality of shop terminals,

sending, to the advertisement panel control terminal through the communication network, respective advertisement information including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;

in said advertisement panel control terminal,

receiving, from each shop terminal of the plurality of shop terminals, the respective advertisement information;

storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective advertisement information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;

reading, from the advertisement information storing unit, particular image information of a particular advertisement image included in particular advertisement information;

determining, based on particular control information that is in correspondence with said particular advertisement information, a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed;

sending the particular image information to the particular advertisement panel device; and

sending, when said particular advertisement panel device makes a request for particular detailed information included in said particular advertisement information, the particular detailed information to the particular advertisement panel device having made the request; and

in said particular advertisement panel device,

displaying the particular advertisement image according to the particular image information sent from the advertisement panel control terminal;

sending, upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal; and

sending the particular detailed information received from the advertisement panel control terminal to said information portable unit;

wherein said particular detailed information includes reservation information indicating a reservation state;

wherein said information portable unit sends reservation requesting information to the particular advertisement panel device;

wherein said particular advertisement panel device sends the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information from said information portable unit;

wherein said advertisement panel control terminal sends the reservation requesting information received from the particular advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device; and

wherein said particular shop terminal controls the reservation information indicating the reservation state and updates the reservation information based on the received reservation requesting information.

15. (Previously Presented) The shop information advertisement method as set forth in claim 14, further comprising:

in each shop terminal of said plurality of shop terminals,

requesting, through the communication network, the advertisement panel control terminal to update the respective advertisement information; and

in said advertisement panel control terminal,

updating the respective advertisement information corresponding to a specific shop terminal of said plurality of shop terminals having made an update request, according to the update request of the respective advertisement information from the specific shop terminal.

16. (Previously Presented) The shop information advertisement method as set forth in claim 14, further comprising:

in said advertisement panel control terminal,
adding the corresponding control information to the respective advertisement information sent from each shop terminal of said plurality of shop terminals, so as to store both the respective advertisement information and the corresponding control information therein.

17. (Currently Amended) The shop information advertisement method as set forth in claim 14,

wherein said particular detailed information ~~consists of~~ further includes a plurality of items; and

wherein said shop information advertisement method further comprises:

in said advertisement panel control terminal,
sending an item list with the plurality of items of the particular detailed information to the particular advertisement panel device when the request for the particular detailed information is made by the particular advertisement panel device; and

sending a content of an item of said plurality of items to the particular advertisement panel device when an item name of the item in the item list is notified to the advertisement panel control terminal by the particular advertisement panel device, and

in said particular advertisement panel device,
sending said item list to said information portable unit upon receipt of the item list from the advertisement panel control terminal;

notifying the item name to the advertisement panel control terminal upon receipt of the item name from said information portable unit; and

sending the content of the item received from the advertisement panel control terminal to said information portable unit.

18. (Previously Presented) The shop information advertisement method as set forth in claim 17,

wherein said information portable unit displays the item list upon receipt of the item list, sends the item name of the item specified by a user to the particular advertisement panel device, and receives and displays the content of the item sent from the particular advertisement panel device.

19. (Previously Presented) The shop information advertisement method as set forth in claim 17, further comprising:

in said advertisement panel control terminal,
storing an access history indicating a respective access state of each item of said plurality of items; and
updating the access history based on the item name notified from the particular advertisement panel device.

20. – 23. (Cancelled)

24. (Currently Amended) A computer readable memory storing a program for controlling a shop information advertisement panel system to perform a process, said shop information advertisement panel system having a plurality of shop terminals, an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, and a plurality of advertisement panel devices, said process comprising:

in each shop terminal of the plurality of shop terminals,
sending, to the advertisement panel control terminal through the communication network, respective advertisement information including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;

in the advertisement panel control terminal,

receiving, from each shop terminal of the plurality of shop terminals, the respective advertisement information;

storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective advertisement information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;

reading, from the advertisement information storing unit, particular image information of a particular advertisement image included in particular advertisement information;

determining, based on particular control information that is in correspondence with said particular advertisement information, a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed;

sending the particular image information to the particular advertisement panel device; and

sending, when said particular advertisement panel device makes a request for particular detailed information included in said particular advertisement information, the particular detailed information to the particular advertisement panel device having made the request; and

in said particular advertisement panel device,

displaying the particular advertisement image according to the particular image information sent from the advertisement panel control terminal;

sending, upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal; and

sending the particular detailed information received from the advertisement panel control terminal to said information portable unit;

wherein said particular detailed information includes reservation information indicating a reservation state; and

wherein said process further comprises:
in said information portable unit,
sending reservation requesting information to the particular
advertisement panel device,
in said particular advertisement panel device,
sending the reservation requesting information to the advertisement
panel control terminal upon receipt of the reservation requesting information from said
information portable unit;
in said advertisement panel control terminal,
sending the reservation requesting information received from the
particular advertisement panel device to a particular shop terminal of said plurality of shop
terminals corresponding to the particular advertisement panel device; and
in said particular shop terminal,
controlling the reservation information indicating the reservation state;
and
updating the reservation information based on the received reservation
requesting information.

25. (Previously Presented) The computer readable memory as set forth in claim 24, wherein said process further comprises:

in each shop terminal of said plurality of shop terminal,
requesting, through the communication network, the advertisement panel
control terminal to update the respective advertisement information; and
in said advertisement panel control terminal,
updating the respective advertisement information corresponding to a specific
shop terminal of said plurality of shop terminals having made an update request, according to
the update request of the respective advertisement information from the specific shop
terminal.

26. (Previously Presented) The computer readable memory as set forth in claim 24, wherein said process further comprises:

in said advertisement panel control terminal,
adding the corresponding control information to the respective advertisement information sent from each shop terminal of said plurality of shop terminals, so as to store both the respective advertisement information and the corresponding control information therein.

27. (Currently Amended) The computer readable memory as set forth in claim 24,
wherein said particular detailed information further includes of a plurality of items;
and

wherein said process further comprises:
in said advertisement panel control terminal,
sending an item list with the plurality of items of the particular detailed information to the particular advertisement panel device when the request for the particular detailed information is made by the particular advertisement panel device; and
sending a content of an item of said plurality of items to the particular advertisement panel device when an item name of the item in the item list is notified to the advertisement panel control terminal by the particular advertisement panel device; and
in said particular advertisement panel device,
sending said item list to said information portable unit upon receipt of the item list from the advertisement panel control terminal;
notifying said item name to the advertisement panel control terminal upon receipt of the item name from said information portable unit; and
sending the content of the item received from the advertisement panel control terminal to said information portable unit.

28. (Previously Presented) A computer readable memory as set forth in claim 27, said process further comprising:

in said information portable unit,

displaying the item list upon receipt of the item list from the particular advertisement panel device;

sending the item name of the item specified by a user to the particular advertisement panel device, and

receiving and displaying the content of the item sent from the particular advertisement panel device.

29. (Previously Presented) The computer readable memory as set forth in claim 27, said process further comprising:

in said advertisement panel control terminal,

storing an access history indicating a respective access state of each item of said plurality of items; and

updating the access history based on the item name notified from the particular advertisement panel device.

30. (Cancelled)